

## AGREEMENT FORM FOR POLITICAL CANDIDATE ADVERTISEMENTS

(check applicable box)

☐

FEDERAL CANDIDATE

☒

STATE/LOCAL CANDIDATE

**To Avail Themselves of The Lowest Unit Charge During a Political Window, Federal Candidates Must Sign The Certification On Page 3**

**Station and Location:**

WRAL-TV

RALEIGH NC

**Date:**

10/19/12

I, HEIDI GUERRAbeing/on behalf of: CHAD BAREFOOT, a legallyqualified candidate of the REPUBLICAN politicalparty for the office of: STATE SENATEin the GENERALelection to be held on: 11/6/12

do hereby request station time as follows:

Broadcast Length	Time of Day, Rotation or Package	Days	Class	Times per Week	Number of Weeks
		SEE	ATTACHED		

**Total Charges:** \$22,760 GROSS

/ \$19,261 net

For programming that, in whole or in part, "communicates a message relating to any political matter of national importance," list the matters below:

N/A

I represent that the payment for the above described broadcast time has been furnished by:

COMMITTEE TO ELECT CHAD BAREFOOT

and you are authorized to announce the time as paid for by such person or entity.

I represent that this person or entity is either a legally qualified candidate or an authorized committee/organization of the legally qualified candidate.

The name of the treasurer of the candidate's authorized committee is:

CHRIS AYERS

This station has disclosed to me its political advertising policies, including: applicable classes and rates; and discount, promotional and other sales practices (not applicable to federal candidates).

**THIS STATION DOES NOT DISCRIMINATE OR PERMIT DISCRIMINATION ON THE BASIS OF RACE OR ETHNICITY IN THE PLACEMENT OF ADVERTISING.**

***To Be Signed By Candidate or Authorized Committee***

10/19/12

Date

HEIDI GUERRA

Signature

***To Be Signed By Station Representative***

☒ Accepted

☐ Accepted in Part

☐ Rejected

Dave Lyles  
Signature

Dave Lyles  
Printed Name

Sales Manager  
Title

**CONTRACT**

**WRAL-TV**  
**2619 Western Blvd**  
**Raleigh, NC 27605**  
**(919)821-8514**

And:

**Innovative Advertising**  
**403 N. Columbia St.**  
**Covington, LA 70433**

<u>Contract / Revision</u> 119690 /		<u>Alt Order #</u> 06386397
<u>Product</u> CHAD BAREFOOT 10/20		
<u>Contract Dates</u> 10/20/12 - 10/26/12		<u>Estimate #</u>
<u>Advertiser</u> Barefoot for NC Senate		<u>Original Date / Revision</u> 10/19/12 / 10/19/12
<u>Billing Cycle</u> EOM/EOC	<u>Billing Calendar</u> Broadcast	<u>Cash/Trade</u> Cash
<u>Station</u> WRAL	<u>Account Executive</u> Cheryl Blair	<u>Sales Office</u> Washington Tel
<u>Special Handling</u>		
<u>Demographic</u> Adults 35+		
<u>IDB#</u>	<u>Advertiser Code</u>	<u>Product Code</u>
<u>Agency Ref</u>		<u>Advertiser Ref</u>

*Line	Ch	Start Date	End Date	Description	Start/End Time	Days	Length	Spots/Week	Rate	Type	Spots	Amount
N 1	WRAL	10/22/12	10/26/12	WRAL 5:30AM News	530-6a		:30			NM	1	\$1,500.00
		CLASS 1 CANDIDATE R9.26										
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/22/12	10/28/12	MTWTF--				1	\$1,500.00			
N 2	WRAL	10/22/12	10/26/12	CBS This Morning	7am - 9am		:30			NM	1	\$1,500.00
		CLASS 1 CANDIDATE R9.26										
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/22/12	10/28/12	MTWTF--				1	\$1,500.00			
N 3	WRAL	10/22/12	10/26/12	Price is Right	11a-12p		:30			NM	2	\$1,700.00
		CLASS 1 CANDIDATE R9.26										
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/22/12	10/28/12	MTWTF--				2	\$850.00			
N 4	WRAL	10/22/12	10/26/12	Noon News	12p-1p		:30			NM	2	\$2,400.00
		CLASS 1 CANDIDATE R9.26										
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/22/12	10/28/12	MTWTF--				2	\$1,200.00			
N 5	WRAL	10/22/12	10/26/12	Young and the Restless	4-5p		:30			NM	3	\$4,800.00
		CLASS 1 CANDIDATE R9.26										
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/22/12	10/28/12	MTWTF--				3	\$1,600.00			
N 6	WRAL	10/20/12	10/20/12	CRIMINAL MINDS	1135-1235XM		:30			NM	1	\$335.00
		CLASS 2 CANDIDATE R9.26										
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/15/12	10/21/12	-----1-				1	\$335.00			
N 7	WRAL	10/21/12	10/21/12	WRAL Sun Morning News	7-9a		:30			NM	1	\$735.00
		CLASS 2 CANDIDATE R9.26										
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/15/12	10/21/12	-----1				1	\$735.00			
N 8	WRAL	10/21/12	10/21/12	FACE THE NATION	1030-1130A		:30			NM	1	\$735.00
		CLASS 2 CANDIDATE R9.26										
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/15/12	10/21/12	-----1				1	\$735.00			

(\* Line Transactions: N = New, E = Edited, D = Deleted)

Notwithstanding to whom bills are rendered, advertiser, agency and service, jointly and severally, shall remain obligated to pay to station the amount of any bills rendered by station within the time specified and until payment in full is received by station. Payment by advertiser to agency or to service or payment by agency to service, shall not constitute payment to station. Station will not be bound by conditions, printed or otherwise, on contracts, insertion orders, copy instructions or any correspondence when such conflict with the above terms and conditions. Two week advance cancellation notice is required unless otherwise specified.

In compliance with FCC rules, Capitol Broadcasting does not discriminate in advertising arrangements on the basis of race or ethnicity. Any advertising arrangement with any station intended by the advertiser to discriminate in such manner shall be considered null and void.



**WRAL-TV**  
**2619 Western Blvd**  
**Raleigh, NC 27605**  
**(919)821-8514**

Contract / Revision	Alt Order #
119690 /	06386397

Contract Dates	Product	Estimate #
10/20/12 - 10/26/12	CHAD BAREFOOT 10/2	

Advertiser	Original Date / Revision
Barefoot for NC Senate	10/19/12 / 10/19/12

*Line	Ch	Start Date	End Date	Description	Start/End Time	Days	Length	Spots/Week	Rate	Type	Spots	Amount
N 9	WRAL	10/24/12	10/24/12	Wed Hour 3	10-11p		:30			NM	1	\$6,500.00
		CLASS 1 CANDIDATE R9.26										
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
	Week:	10/22/12	10/28/12	--1----				1	\$6,500.00			
N 10	WRAL	10/21/12	10/21/12	NFL EARLY	1-4P		:30			NM	1	\$1,780.00
		CLASS 3 CANDIDATE R9.26										
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
	Week:	10/15/12	10/21/12	-----1				1	\$1,780.00			
N 11	WRAL	10/22/12	10/26/12	WRAL 4:30am News	4:30a - 5am		:30			NM	3	\$675.00
		CLASS 1 CANDIDATE R9.26										
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
	Week:	10/22/12	10/28/12	MTWTF--				3	\$225.00			
<b>Totals</b>											<b>17</b>	<b>\$22,660.00</b>

Time Period	# of Spots	Gross Amount	Net Amount
10/01/12 - 10/26/12	17	\$22,660.00	\$19,261.00
<b>Totals</b>	<b>17</b>	<b>\$22,660.00</b>	<b>\$19,261.00</b>

**Signature:** \_\_\_\_\_ **Date:** \_\_\_\_\_

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# 119190

18816

**INNOVATIVE ADVERTISING, LLC**

4250 HWY 22, SUITE 7  
MANDEVILLE, LA 70471  
(985) 809-1975



84-524-654

CHECK NO. 18816

CHECK DATE 10.18.12

VENDOR NO. WRAL

22222222222222222222  
Provision for Business

Nineteen Thousand Three Hundred Forty Six & 00/100 Dollars

CHECK AMOUNT

\$19,346.00

VOID AFTER 90 DAYS

PAY  
TO THE  
ORDER OF  
WRAL-TV  
1901 N Moore Street  
Suite 609  
Arlington, VA 22209-1708



AUTHORIZED SIGNATURE



Security features. Details on back.

⑈018816⑈ ⑆0654052421⑆

⑈3006251⑈